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ABSTRACT

This book provides an overview of program planning for adult learning from philosophical and pedagogical perspectives. It contains 19 papers and an introduction by the editor, Peter S. Cookson. The following are included: "A Conceptual Context for Program Planning" (Peter S. Cookson); "Prototypical Program Planning Models"--"Houle's Fundamental System" (Peter S. Cookson), "The Andragogical Model: The Evolution of a Model of Learning" (Malcolm S. Knowles), and "The Critical Events Model" (Leonard Nadler, Zeace Nadler); "Alternative Program Planning Models" (Huey B. Long); "The Role of the Programmer" (Travis Shipp); "Philosophical and Ethical Considerations" (Ralph G. Brockett, Roger Hiemstra); "Reflecting on What Program Planners Really Do" (Ronald M. Cervero, Arthur L. Wilson); "Examining the External Context" (Peter S. Cookson); "The Nature and Role of the Organizational Sponsor" (Joe F. Donaldson); "What We Need to Know about Adult Learners" (Jovita M. Ross-Gordon); "Determining Program Needs" (Sandra Pearce); "Program Priorities, Purposes, and Objectives" (Thomas J. Sork); "Measurement and Appraisal of Program Success" (David Deshler); "Designing Effective Instruction for Adults" (Burton Sisco, John Cochenour); "Selecting Formats for Learning" (Robert A. Fellenz): "Program Promotion and Marketing" (Michael J. Havercamp); "Reinventing Recruitment and Retention" (B. Allan Quigley); "Adding Value: Program Financing for Program Planners" (Karen E. Watkins, Thomas L. Sechrest); "Staffing" (Daniele D. Flannery); and "Program Planning in Retrospect" (Peter S. Cookson). Each paper contains an abstract and references; the book is indexed by author and by subject. (KC)

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